

One Page Marketing Action Plan- Template

Category	Description
Business Summary	
Business Objectives	
The Problem	
Our Solution	
Competitive Advantage	
Target Market	
Marketing Strategy & Objectives	
Financial Requirements	

Action Plan

Category	Action	Owner	Date	Cost
Product				
Price				
Place				
Promotion				
Marketing Channels				
Performance Indicators				
Results Measurement				
Review customer personas				
Develop content initiatives and strategies				
Determine budget				
Prepare social media schedule				
Other				